

**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

Filed: January 25, 2001

Examiner: TBA

For: METHOD AND APPARATUS FOR  
ACCESSING ELECTRONIC DATA  
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-026

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

**SUPPLEMENTAL PRELIMINARY AMENDMENT**

Prior to substantive review of the subject application,  
please amend as follows:

**IN THE CLAIMS**

Please cancel claims 1-167. Please add the following new  
claims:

168. A system for displaying programming to a user, the system  
comprising:

a printed service directory having at least one machine  
recognizable feature;

a feature recognition unit having associated therewith  
a means for recognizing said feature and a means  
for transmitting a coded signal in response to the

PATENT

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recognition of said feature;

an intelligent controller having associated therewith a  
means for accessing said programming material in  
response to receiving said coded signal; and  
a display unit for presenting said programming  
material.

169. A system as defined in claim 168 wherein said printed  
service directory comprises a telephone service directory.

170. A system as defined in claim 168 wherein said printed  
service directory comprises an electronic service directory.

171. A system as defined in claim 168 wherein said at least one  
machine recognizable feature has associated therewith a data  
link which is recognized by said recognition unit.

172. A system as defined in claim 171 wherein said data link  
comprises an image data link.

173. A system as defined in claim 171 wherein said data link

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comprises a video data link.

174. A system as defined in claim 171 wherein said data link comprises a programming data link.

175. A system as defined in claim 171 wherein said data link comprises a sound data link.

176. A system as defined in claim 171 wherein said data link comprises an online data link.

177. A system as defined in claim 171 wherein said data link comprises a online shopping data link.

178. A system as defined in claim 171 wherein said data link comprises a pictorial data link.

179. A system as defined in claim 171 wherein said data link comprises an electronic data link.

180. A system as defined in claim 171 wherein said data link

PATENT

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comprises an electronic media link.

181. A system as defined in claim 171 wherein said data link comprises an "information superhighway" data link.
182. A system as defined in claim 181 wherein said "information superhighway" data link comprises the internet.
183. A system as defined in claim 181 wherein said "information superhighway" data link comprises the world wide web.
184. A system as defined in claim 181 wherein said "information superhighway" data link comprises a computer network.
185. A system as defined in claim 181 wherein said "information superhighway" data link comprises an ISDN network.
186. A system as defined in claim 181 wherein said "information superhighway" data link comprises a telephone line.
187. A system as defined in claim 181 wherein said "information

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

superhighway" data link comprises a CATV line.

188. A system as defined in claim 181 wherein said "information superhighway" data link comprises a local area network.

189. A system as defined in claim 181 wherein said "information superhighway" data link comprises a wide area network.

190. A system as defined in claim 181 wherein said "information superhighway" data link comprises a data communications network.

191. A system as defined in claim 181 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

192. A system as defined in claim 181 wherein said "information superhighway" data link comprises a globally based digital communications network.

193. A system as defined in claim 181 wherein said "information

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PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

superhighway" data link comprises a wireless network link.

194. A system as defined in claim 181 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

195. A system as defined in claim 181 wherein said "information superhighway" data link comprises an ethernet network.

196. A system as defined in claim 181 wherein said "information superhighway" data link comprises a RF cellular network.

197. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

198. A system as defined in claim 197 wherein said bar code comprises a Universal Product Code.

199. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

200. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

201. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

202. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

203. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

204. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

205. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

206. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

208. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

210. A system as defined in claim 209 wherein said invisible watermark comprises a digital watermark.

211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

213. A system as defined in claim 168 wherein said at least one



**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

machine recognizable feature comprises a digital watermark.

214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an on line shopping product code.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

219. A system as defined in claim 168 wherein said at least one

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

machine recognizable feature comprises a home shopping service code.

220. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

221. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

222. A system as defined in claim 168 wherein said printed service directory has associated therewith a commercial advertisement.

223. A system as defined in claim 168 wherein said printed service directory has associated therewith a personal advertisement.

224. A system as defined in claim 168 wherein said printed service directory has associated therewith a listing of an individual.

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

225. A system as defined in claim 168 wherein said printed service directory has associated therewith a listing of an organization.
226. A system as defined in claim 169 wherein said telephone printed service directory has associated therewith information related to said electronic service directory.
227. A system as defined in claim 170 wherein said electronic service directory has associated therewith information related to said telephone service directory.
228. A system as defined in claim 168 wherein said programming material comprises a service.
229. A system as defined in claim 228 wherein said service includes displaying promotional programming on said display unit of a user.
230. A system as defined in claim 228 wherein said service includes conducting an interaction with a user via a

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

telephone.

231. A system as defined in claim 228 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

232. A system as defined in claim 228 wherein said service includes sending an electronic message to a listed party.

233. A system as defined in claim 228 wherein said service includes ordering merchandise from the listed party.

234. A system as defined in claim 168 wherein said programming material comprises information about a listed individual.

235. A system as defined in claim 168 wherein said programming material comprises information about a listed organization.

236. A system as defined in claim 168 wherein said programming material comprises a web page related to an advertiser.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

237. A system as defined in claim 168 wherein said display unit comprises a personal computer.

238. A system as defined in claim 237 wherein said personal computer comprises a laptop computer.

239. A system as defined in claim 168 wherein said display unit comprises a television.

240. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

241. A system as defined in claim 240 wherein said device containing a microprocessor is hand-held.

242. A system as defined in claim 240 wherein said device containing a microprocessor is portable.

243. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

244. A system as defined in claim 168 wherein said display unit comprises an internet appliance.

245. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

246. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

247. A system as defined in claim 168 wherein said display unit comprises a simulated book.

248. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

249. A system as defined in claim 168 wherein said display unit comprises a web-based television.

250. A system as defined in claim 168 wherein said display unit comprises a pager.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

251. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

252. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

253. A system as defined in claim 252 wherein said recognition unit is linked to a personal computer.

254. A system as defined in claim 252 wherein said recognition unit is linked to a wireless interface.

255. A system as defined in claim 254 wherein said wireless interface comprises a wireless network.

256. A system as defined in claim 255 wherein said wireless network comprises a cellular network.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

257. A system as defined in claim 254 wherein said wireless interface comprises a cellular telephone.

258. A system as defined in claim 254 wherein said wireless interface comprises a pager.

259. A system as defined in claim 254 wherein said wireless interface comprises a wireless personal computer.

260. A system as defined in claim 254 wherein said wireless interface comprises a personal digital assistant.

261. A system as defined in claim 252 wherein said recognition unit is linked to a personal digital assistant.

262. A system as defined in claim 252 wherein said recognition unit is linked to an Internet appliance.

263. A system as defined in claim 252 wherein said recognition unit is linked to a television set.



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

264. A system as defined in claim 252 wherein said recognition unit comprises a portion of a cellular telephone.

265. A system as defined in claim 252 wherein said recognition unit comprises a portion of a personal digital assistant.

266. A system as defined in claim 252 wherein said recognition unit comprises a portion of a remote control unit.

267. A system as defined in claim 252 wherein said recognition unit comprises a portion of a handwriting implement.

268. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a

printed service directory;

scanning said machine recognizable feature of said

printed service directory; and

transmitting data associated with said machine

recognizable feature via a communication link to

access said programming material, wherein said

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

programming material is related to said printed service directory.

269. The method of claim 268 wherein said communication link includes the Internet.

270. The method of claim 268 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

271. A method of providing a user access to supplemental programming material associated with a printed service directory, comprising the steps of:

imprinting a machine recognizable feature within said printed service directory wherein said machine

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

recognizable feature has associated therewith a  
command sequence for accessing programming  
material;

scanning said machine recognizable feature within said  
printed service directory and downloading data  
indicative of said machine recognizable feature  
via the Internet to a remote server;

accessing programming material from said remote server;

and

transmitting said programming material to said user  
allowing said user to perceive said programming  
material in a humanly perceivable form, wherein  
said programming material is related to said  
printed service directory.

272. The method of claim 271 wherein said programming material  
comprises multimedia.

273. The method of claim 271 wherein said machine recognizable  
feature is selected from a group consisting of a bar code, a  
universal product code, invisible bar code, magnetic code,

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[illegible]

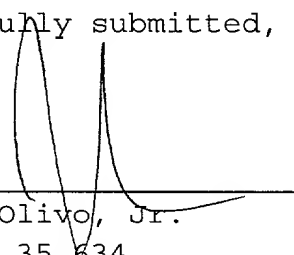
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**REMARKS**

Applicant respectfully submits that claims 168-273 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

Date: January 25, 2001

Respectfully submitted,



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